

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

To: Public Relations Department
Subject: Ivy Convention, Public Relations

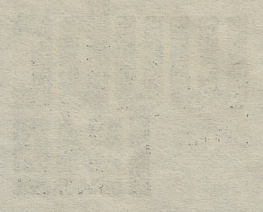
The Public Relations Departmental meeting was called to order around 10 AM Saturday, April 26th. All the schools, except Harvard, were represented and Cornell and Pennsylvania had two delegates each. We decided that our first subject would be promotion, and from here each school told what it was doing in this particular field.

There were several excellent ideas presented and here are a few of them that I think we could use here at Yale.

Matches: Cornell brought up the idea of having match books printed with WYBC on the cover and possibly some other advertisement to help pay for them. It was thought that maybe Philip Morris would go along with this idea as it would give a cheap advertisement, that would be in everyone's pockets.

Sport Schedules: At the beginning of the year, or of a particular season, WYBC could distribute these schedules, which would be very popular among the student body. Again it would be practical if we could get some advertisement to help defray the cost. A wallet size would probably be the most desired.

News Letter: The representative from Dartmouth passed around several of the newsletters that they have printed up and have found are quite popular among the students. I have attached a copy to this letter. The prices he quoted are quite reasonable and would fit into our limited budget. The main cost would be the head of the letter, which ran around \$7.50; and for each issue there was a cost of \$2.50. This was figured on 100 copies per issue. They distributed them by placing them in every dorm, fraternity, club, or any place that students congregated. This seems to me to be an extremely good idea, and if it is satisfactory with you I would like to start on one



THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY

THE UNIVERSITY OF CHICAGO
LIBRARY